

NORTH CENTRAL IOWA ALLIANCE LABORSHED AREA

Information compiled by Iowa Workforce Development
using Laborshed data released 2014.

THE STATS: JOB SEARCH RESOURCES

73.1%

USE THE **INTERNET** TO
LOOK FOR JOB OPPORTUNITIES

TOP PAPERS USED

- Globe-Gazette —
- Mason City
- The Des Moines Register
- Waterloo-Cedar Falls
- Courier

TOP SITES SEARCHED

- monster.com
- iowajobs.org
- linkedin.com
- helpwanted.com

51.3%

USE **NEWSPAPERS** TO
LOOK FOR JOB OPPORTUNITIES

TOP SOURCES USED BY THE EMPLOYED WILLING TO CHANGE



79.6%
INTERNET



56.0%
NEWSPAPERS



23.7%
NETWORKING



22.9%
LOCAL OFFICES



76.7%
INTERNET



46.6%
NEWSPAPERS



32.6%
LOCAL OFFICES



27.9%
NETWORKING

JOB SEARCH RESOURCE USAGE BY DEMOGRAPHICS

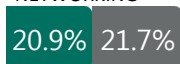
INTERNET



NEWSPAPERS



NETWORKING



Over **80%** of respondents
ages **25 to 44**
use the internet for job searches

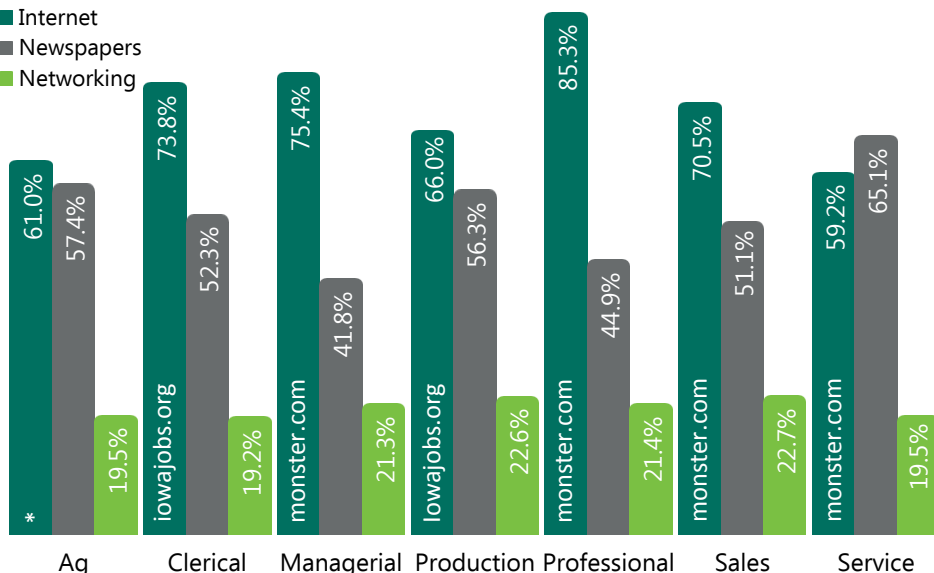
Over **1/2** of respondents
ages **45 to 64**

use newspapers to search for jobs



RESOURCES BY OCCUPATIONAL CATEGORY

■ Internet
■ Newspapers
■ Networking



*Insufficient data available to report top internet site used.

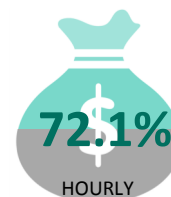


61.5%

of respondents with a
high school education
or less use the internet
to look for jobs



vs



use the internet for job searches



73.1% of veterans use the
INTERNET
to find job opportunities
(www.monster.com)